Kentucky Internet Utilization Survey

Background: The Commonwealth of Kentucky has contracted Michael Baker Corporation and Strategic Networks Group to undertake a survey in January and February 2012 on Internet utilization.

- SNG will be inviting approximately 20,000 organizations in Kentucky to fill out an on-line questionnaire on Internet connectivity and utilization. The standard survey is detailed and takes 15 – 20 minutes to fill out. Organizations to be contacted will include businesses, non-profit organizations, and public and health agencies. Response rates can range from 5% to 15%, depending on a variety of factors.
- SNG has the ability to sort and analyse responses by industry sector of which there are 14 health categories (see attachment). We will also be able to analyse responses by geographic location.
- We will be inviting 70,000 households to fill out a shorter questionnaire on their Internet use.

The Opportunity

- Organizations in Kentucky can help define priority issues and metrics that would provide greatest benefit in understanding and promoting adoption of applications and processes by commercial and non-commercial organizations, as well as households.
- The larger the number of responses the greater is our ability to break down responses by size, location and focus of the respondents, as well as cross tabulations between different response groups. (Note: Privacy laws and best practice will be followed to ensure privacy. All "personal identifiers" will be removed from the database, once the survey has been completed. Lastly, reports on geographic patterns will ensure that individual respondents (such as a hospital of clinic) cannot be identified.)

The Benefits

- The survey will identify patterns, barriers, opportunities and gaps in utilization of broadband, broken down by region, industry and household and organizational characteristics. The survey will identify which uses provide the greatest benefits (revenues, health outcomes, administrative efficiencies).
- Information from the survey can help inform a strategy for promoting increased and more productive use of existing and new broadband infrastructure.
- An evidence based strategy can assist in developing a sound and sustainable business case for broadband use.

The Constraints

- Time: the survey is due to be deployed over a three to five week period, starting no later than the end of January. This limits the opportunity for consultation and discussion. We welcome advice and direction, though these need to be provided in a timely and efficient manner.